

IN THE CLAIMS:

The following listing of claims will replace all prior versions, and listings, of the claims in the application:

1-61. (Cancelled)

62. (Currently amended) A Web host connected to a wide area network (WAN), comprising:

a Web server adapted to facilitate the communication of a personal electronic communication between ~~communicate with~~ a plurality of network devices via said WAN;

a memory device connected to said Web server and adapted to store a plurality of advertisements; and

an advertising application, wherein said advertising application provides the functions of:

providing at least a portion of said plurality of advertisements to one of said plurality of network devices, said plurality of advertisements including a first advertisement;

receiving a remove command from said one of said plurality of network devices, said command being used by said advertising application to remove said first advertisement from said plurality of advertisements, thereby creating a pallet of advertisements;

receiving ~~permitting a sender to submit~~ communication data and recipient data, said recipient data being used ~~to said Web host and to~~ identify at least one recipient of said communication data;

using at least a portion of the content of said communication data to automatically select at least one advertisement from said pallet ~~plurality of~~ advertisements;

inserting said at least one advertisement and said communication data into said ~~into a~~ personal electronic communication, wherein said personal electronic communication comprises an e-mail message; and

sending said personal electronic communication to said at least one recipient via said WAN; ~~and~~

~~compensating said sender by providing said sender with a free service in exchange for allowing said Web host to send said personal electronic communication, including said at least one advertisement, to said at least one recipient.~~

63-64. (Cancelled)

65. (Previously presented) The Web host of Claim 62, wherein said advertising application further provides the function of sending said at least a portion of the content of said communication data to said at least one recipient via said WAN.

66-67. (Cancelled)

68. (Currently Amended) A computer-implemented method for communicating personal information between a plurality of network devices via a wide area network (WAN, comprising the steps of:

providing at least a portion of a plurality of advertisements to one of said plurality of network devices, said plurality of advertisements including a first advertisement;

receiving a remove command from said one of said plurality of network devices;

using said remove command to remove said first advertisement from said plurality of advertisements, thereby creating a pallet of advertisements;

receiving communication data and recipient data ~~from a sender~~, wherein said communication data and said recipient data are used to send a personal electronic communication to at least one recipient, wherein said personal electronic communication comprising an e-mail message; and

using at least a portion of the content of said communication data to select at least one advertisement from said pallet of advertisements;

sending said personal electronic communication to said at least one recipient via said WAN ~~a wide area network (WAN)~~, wherein said personal electronic communication includes said communication data and said at least one advertisement when it is opened by said at least one recipient; ~~and~~

~~compensating a party by providing a free service to said party in exchange for allowing said at least one advertisement to be included in said personal electronic communication, wherein said party is selected from a list consisting of said sender and said at least one recipient.~~

69. (Cancelled)

70. (Previously presented) The method of Claim 68, further comprising the step of sending additional communication data if said at least one recipient interacts with said at least one advertisement.

71-72. (Cancelled)

73. (Previously presented) The method of Claim 70, further comprising receiving said additional communication data from a third party advertiser prior to sending said additional communication data.

74. (Cancelled)

75. (Currently Amended) A personal communication system comprising a Web host connected to a wide area network (WAN), said Web host comprising:

- a Web server adapted to facilitate the communication of a personal electronic communication between ~~communication with~~ a plurality of network devices via said WAN;

- a memory device connected to said Web server and adapted to store a plurality of advertisements; and

- an advertising application connected to said memory device, wherein said advertising application provides the functions of:

- providing at least a portion of said plurality of advertisements to one of said plurality of network devices, said plurality of advertisements including a particular advertisement;

- receiving a remove command from said one of said plurality of network devices, said communication being used by said advertising application to remove said particular advertisement from said plurality of advertisements, thereby creating a pallet of advertisements;

- receiving communication data and recipient data ~~from a sender~~, said communication data and said recipient data being used to send a personal communication to at least one recipient;

- using at least one subject matter of said communication data to select at least one of said pallet ~~plurality~~ of advertisements;

- inserting said at least one of said pallet ~~plurality~~ of advertisements into said ~~into a~~ personal electronic communication, wherein said personal electronic communication comprising an e-mail message;

- sending said personal electronic communication to at least one recipient via said WAN; and

- providing a party with a service in exchange for allowing said Web host to insert said at least one of said pallet ~~plurality~~ of advertisements into

~~said personal electronic communication, wherein said party is selected from a list consisting of said sender and said at least one recipient.~~

76. (Previously presented) The personal communication system of Claim 75, wherein said step of providing a party with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication, further comprises providing said sender with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication.

77. (Previously presented) The personal communication system of Claim 75, wherein said step of providing a party with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication, further comprises providing said at least one recipient with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication.

78-80. (Cancelled)

81. (Currently amended) A personal communication system comprising a Web host connected to a wide area network (WAN), said Web host comprising:

a Web server adapted to facilitate the communication of a personal electronic communication between with a plurality of network devices via said WAN;

an advertising application connected to said Web server, wherein said advertising application provides the functions of:

providing at least a portion of said plurality of advertisements to one of said plurality of network devices, said plurality of advertisements including a particular advertisement;

receiving a remove command from said one of said plurality of network devices, said command being used by said advertising application to remove said particular advertisement from said plurality of advertisements, thereby creating a pallet of advertisements;

receiving communication data and recipient data ~~from a sender~~, said communication and recipient data being used by said advertising application to facilitate the communication of said send a personal communication between said plurality of network devices to at least one recipient, wherein said personal communication comprises an e-mail message;

using at least a portion of the content of said communication data to select at least one advertisement; and

sending said personal communication via said WAN ~~to said at least one recipient~~, wherein said personal communication, as viewed by a user said recipient, includes said communication data and said at least one advertisement; and

~~providing said sender with a free service in exchange for using said Web host to send said personal communication to said at least one recipient.~~

82-83. (Cancelled)

84. (Previously presented) The personal communication system of Claim 81, wherein said advertising application further provides the function of using said at least a portion of the content of said communication data to create said at least one advertisement.

85. (Cancelled)

86. (Previously presented) The personal communication system of Claim 81, wherein said advertising application further provides the function of using said at least one subject matter of said communication data to create said at least one advertisement.

87. (Currently Amended) A personal communication system comprising a Web host connected to

a wide area network (WAN), said Web host comprising:

a Web server adapted to facilitate the communication of a personal communication between with a plurality of network devices via said WAN;

a memory device connected to said Web server and adapted to store a plurality of advertisements; and

an advertising application connected to said memory device, wherein said advertising application provides the functions of:

providing at least a portion of said plurality of advertisements to one of said plurality of network devices, said plurality of advertisements including a first advertisement;

receiving a remove command from said one of said plurality of network devices, said remove command being used by said advertising



application to remove said first advertisement from said plurality of advertisements, thereby creating a pallet of available advertisements;

~~receiving sender provided data from a sender, said sender-provided data comprising at least communication data and recipient data;~~

using said communication data and said recipient data to create  
~~and being used by said advertising application to at least send a said~~  
~~personal communication to at least one recipient, wherein said personal~~  
~~communication comprises an e-mail message;~~

~~using at least a portion of said communication data to select at~~  
~~least one advertisement from of said pallet of available plurality of~~  
~~advertisements; and~~

~~sending said personal communication to said at least one recipient~~  
~~via said network, wherein said personal communication, as viewed by said~~  
~~recipient, includes said communication data and said at least one of said~~  
~~plurality of advertisements advertisement and is communicated between~~  
~~said plurality of network devices; and~~

~~providing a party with a free service in exchange for using said Web~~  
~~host to include said at least one of said plurality of advertisements into~~  
~~said personal communication, wherein said party is selected from a list~~  
~~consisting of said sender and said at least one recipient.~~

88. (Currently amended) The personal communication system of Claim 87, wherein said at least one of said plurality of network devices is used by a sender of said personal electronic communication ~~advertising application further provides the functions of:~~

~~allowing a sender to select a type of advertisement that can be included in said personal communication by submitting advertisement type data, said sender provided data further comprising said advertisement type data; and  
using said at least a portion of said communication data and said advertisement type data to select said at least one of said plurality of advertisements.~~

89. (Previously presented) The personal communication system of Claim 87, wherein said advertising application further provides the function using at least one subject matter of said communication data to select said at least one of said plurality of advertisements.

90. (Previously presented) The personal communication system of Claim 87, wherein said advertising application further provides the function of using at least a portion of the content of said communication data to select at least one of said plurality of advertisements.

91. (Cancelled)

92. (Currently amended) A computer-implemented method for communicating personal information between a plurality of network devices, comprising the steps of:

providing at least a portion of a plurality of advertisements to one of said plurality of network devices, said plurality of advertisements including a particular advertisement;

receiving a command from said one of said plurality of network devices;

using said command to remove said particular advertisement from said plurality of advertisements, thereby creating a pallet of advertisements;

receiving communication data and recipient data ~~from a sender~~, wherein said communication data and said recipient data are used at least to send said ~~send a~~ personal communication to at least one recipient, wherein said personal communication comprises an e-mail message;

using at least a portion of said communication data to automatically select at least one advertisement;

sending said personal communication to said at least one recipient, wherein said personal communication, as viewed by said at least one recipient, includes said at least one advertisement; and

providing said at least one recipient with a free service in exchange for using said Web host to send said personal communication to said at least one recipient.

93. (Currently amended) The method of Claim 92, further comprising the step of receiving said command from said sender of said personal information steps of:

~~receiving sender provided data from a sender, said sender provided data comprising at least communication data and advertisement-type data, wherein said advertisement-type data identifies a type of advertisement that can be included in said personal communication; and~~

~~using said advertisement-type data to select said at least one advertisement.~~

94. (Previously presented) The method of Claim 92, further comprising the step of using at least one subject matter of said communication data to automatically select said at least one advertisement.

95. (Previously presented) The method of Claim 92, further comprising the step of using at least a portion of the content of said communication data to automatically select said at least one advertisement.